

Megan Perry
Squip
(908) 798-9338
meperry@syr.edu

For Immediate Release: 2/7/2021

Squip Launches New Wave of Products

More customizable figurines from even more partner companies

?, Massachusetts?: Today Squip, a company that specializes in making custom figurines of video game characters, just announced a new wave of products that are now available for purchase on their website. Some of these new figurines include characters from the new game Resident Evil 8: Village, Fortnite, CSGO, and Call of Duty.

As the video game industry continues to diversify due to ever-growing genres of games, fans from all different corners of the gaming community are joining together to share in the excitement of the expansion of Squip's product line.

Sean McLoughlin, a popular video game YouTuber that goes by the name of Jacksepticeye online, joined in on the hype and tweeted, "already preordered a figurine of none other than Lady Dimitrescu from Rezzy Eve 8! Will keep you all updated when she arrives for an unboxing."

Other fans who are discovering Squip for the first time have begun raving about the company's unique take on figurine production. Instagram user Anthony Clark posted a video on his story exclaiming, "there are just so many ways you can customize your character, no two are alike. You can change their stance and their accessories so the figurine truly feels like your own and fits your own aesthetic."

Squip started production in early 2020, right before the pandemic hit. Their CEO's goal has always been to bring more customization to the 3D models of fans' favorite characters. Their ability to produce figures that are up to the customer's standards is becoming increasingly valued in such a demanding market.

About Squip: Squip is a custom-design video game figurine company based out of _____. Founded in 2020, Squip has designed and produced over 1,500 figurines to date. Each figurine is licensed through the game's parent company so fans know they aren't getting knock-off products.

###